



WJLA-TV/DT WASHINGTON, DC

WJLA  
1100 Wilson Blvd. 6th Floor  
Arlington, VA 22209

## Contract #

194086

### Schedule Dates

08/21/12-08/27/12

### Advertiser

Restore our Future (15528)

### Agency/T-Code

Mentzer Media (1290)/ELECTRONIC

### Product

Political-Political (1088)

### Brand

Est.355 8/21-8/27 ROF (71057)

### Salesperson

Monares, Barbara (1108)

### Sales Office

WJLA - Core Team

### Buyer Name

Cloyd,Elise

### Phone/Fax

/ (202) 872-0263

### CPE

Est.355 8/21-8/27 RO

### Account Types

Local/Political Issue Agency

### Billing Type

Standard

### Comments

Est.355 8/21-8/27 ROF

Date Entered 08/20/12

Last Modified 08/20/12

Entered By Barbara Monares

CO-OP No

Headline #

Demo

Order Type Normal

Package Deal

Commission % 15.00

Commission \$22,620.00

Net Total \$128,180.00

Sales Tax

## WJLA Arlington (WJLA)

By Broadcast Month Spots Rate

Aug. 2012 55 \$118,100.00

Sep. 2012 15 \$32,700.00

Grand Total: 70 \$150,800.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	08/21/12-08/23/12	2	:30	6:59A- ABC-GOOD MORNING AMERICA			2	2	2				6	\$1,100.00	\$6,600.00	WJLA Arlington (WJLA)		8/20/12
2.0	Normal Line / SPOT	08/24/12-08/24/12	2	:30	6:59A- ABC-GOOD MORNING AMERICA						2			2	\$1,100.00	\$2,200.00	WJLA Arlington (WJLA)		8/20/12
3.0	Normal Line / SPOT	08/21/12-08/24/12	2	:30	11:59A- NEWS-ABC 7 NEWS @ NOON		1	1	1	1	1			4	\$1,000.00	\$4,000.00	WJLA Arlington (WJLA)		8/20/12
4.0	Normal Line / SPOT	08/21/12-08/24/12	2	:30	4:58P- NEWS-ABC 7 NEWS @ 5P		1	1	1	1	1			4	\$1,200.00	\$4,800.00	WJLA Arlington (WJLA)		8/20/12
5.0	Normal Line / SPOT	08/21/12-08/24/12	2	:30	5:59P- NEWS-ABC 7 NEWS @ 6P		2	2	2	2	2			8	\$1,600.00	\$12,800.00	WJLA Arlington (WJLA)		8/20/12
6.0	Normal Line / SPOT	08/21/12-08/22/12	2	:30	6:58P- WHEEL OF FORTUNE		2	2						4	\$3,000.00	\$12,000.00	WJLA Arlington (WJLA)		8/20/12
7.0	Normal Line / SPOT	08/24/12-08/24/12	2	:30	6:58P- WHEEL OF FORTUNE						2			2	\$3,000.00	\$6,000.00	WJLA Arlington (WJLA)		8/20/12
8.0	Normal Line / SPOT	08/21/12-08/22/12	2	:30	7:27P- JEOPARDY		1	1						2	\$4,000.00	\$8,000.00	WJLA Arlington (WJLA)		8/20/12
9.0	Normal Line / SPOT	08/24/12-08/24/12	2	:30	7:27P- JEOPARDY						1			1	\$4,000.00	\$4,000.00	WJLA Arlington (WJLA)		8/20/12
10.0	Normal Line / SPOT	08/21/12-08/24/12	2	:30	4886P- ABC-ABC NIGHTLINE		2	2	2	2	2			8	\$1,200.00	\$9,600.00	WJLA Arlington (WJLA)		8/20/12

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WJLA  
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WJLA-TV/DT WASHINGTON, DC

Mentzer Media  
600 Fairmount Avenue  
Suite 306  
Towson, MD 21286

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11.0	Normal Line / SPOT	08/21/12-08/26/12	2	:30	11P- NEWS-ABC 7 NEWS @ 11P			2	1	2	1	1	1	8	\$2,000.00	\$16,000.00	WJLA Arlington (WJLA)		8/20/12
12.0	Normal Line / SPOT	08/25/12-08/25/12	2	:30	6P- NEWS-ABC 7 NEWS @ 6P SAT							1		1	\$800.00	\$800.00	WJLA Arlington (WJLA)		8/20/12
13.0	Normal Line / SPOT	08/26/12-08/26/12	2	:30	6:30P- NEWS-ABC 7 NEWS @ 630P							1		1	\$800.00	\$800.00	WJLA Arlington (WJLA)		8/20/12
14.0	Normal Line / SPOT	08/26/12-08/26/12	2	:30	9:57A- ABC--THIS WEEK							1		1	\$16,000.00	\$16,000.00	WJLA Arlington (WJLA)		8/20/12
15.0	Normal Line / SPOT	08/27/12-08/27/12	2	:30	6:59A- ABC-GOOD MORNING AMERICA		2							2	\$1,100.00	\$2,200.00	WJLA Arlington (WJLA)		8/20/12
16.0	Normal Line / SPOT	08/27/12-08/27/12	2	:30	11:59A- NEWS-ABC 7 NEWS @ NOON		1							1	\$1,000.00	\$1,000.00	WJLA Arlington (WJLA)		8/20/12
17.0	Normal Line / SPOT	08/27/12-08/27/12	2	:30	4:58P- NEWS-ABC 7 NEWS @ 5P		2							2	\$1,200.00	\$2,400.00	WJLA Arlington (WJLA)		8/20/12
18.0	Normal Line / SPOT	08/27/12-08/27/12	2	:30	5:59P- NEWS-ABC 7 NEWS @ 6P		2							2	\$1,600.00	\$3,200.00	WJLA Arlington (WJLA)		8/20/12
19.0	Normal Line / SPOT	08/27/12-08/27/12	2	:30	6:58P- WHEEL OF FORTUNE		2							2	\$3,000.00	\$6,000.00	WJLA Arlington (WJLA)		8/20/12
20.0	Normal Line / SPOT	08/27/12-08/27/12	2	:30	7:27P- JEOPARDY		1							1	\$4,000.00	\$4,000.00	WJLA Arlington (WJLA)		8/20/12

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21.0	Normal Line / SPOT	08/27/12-08/27/12	2	:30	11:35P-ABC-ABC NIGHTLINE	2	2							2	\$1,200.00	\$2,400.00	WJLA Arlington (WJLA)		8/20/12
22.0	Normal Line / SPOT	08/27/12-08/27/12	2	:30	7:57P-ABC-BACHELOR PAD	1	1							1	\$7,500.00	\$7,500.00	WJLA Arlington (WJLA)		8/20/12
23.0	Normal Line / SPOT	08/27/12-08/27/12	2	:30	11P-NEWS-ABC 7 NEWS @ 11P	2	2							2	\$2,000.00	\$4,000.00	WJLA Arlington (WJLA)		8/20/12
24.0	Normal Line / NFL Football	08/23/12-08/23/12	2	:30	7:28P-SPORTS-BALTIMORE RAVENS FOOTBALL GAME				2					2	\$6,000.00	\$12,000.00	WJLA Arlington (WJLA)		8/20/12
25.0	Normal Line / NFL Football	08/23/12-08/23/12	2	:30	6:58P-SPORTS-BALTIMORE RAVENS PRE-GAME					1				1	\$2,500.00	\$2,500.00	WJLA Arlington (WJLA)		8/20/12

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WJLA Washington  
**MAKEGOOD NOTICE**

**TO : Anne Braunscheidel**  
**FROM : Barbara Monares**  
**DATE : 8/20**

**CLIENT : Restore Our Future Est.355**

*I apologize for the inconvenience.*

**Pre-Empt:**

<i>Date</i>	<i>Time</i>	<i>Program</i>	<i>Spot(s)</i>	<i>Length</i>	<i>Spot Cost</i>	<i>Total Cost</i>
23-Aug	7p-730p	Wheel of Fortune (not running - Ravens)	2	:30	\$3,000	\$6,000
23-Aug	730p-8p	Jeopardy (not running - Ravens)	1	:30	\$4,000	\$4,000
25-Aug	7p-730p	Sat Wheel of Fortune (not running -NASCAR)	1	:30	\$1,500	\$1,500
25-Aug	730p-8p	Sat Jeopardy (not running -NASCAR)	2	:30	\$1,500	\$3,000
						\$0
						\$0
						\$0
						\$0
						\$0
						\$0
						\$0
<b>TOTAL</b>			<b>6</b>			<b>\$14,500</b>

**Makegoods**

<i>Date</i>	<i>Time</i>	<i>Program</i>	<i>Spot(s)</i>	<i>Length</i>	<i>Spot Cost</i>	<i>Total Cost</i>
23-Aug	730p-1030p	Ravens NFL Football	2	:30	\$6,000	\$12,000
23-Aug	7p-730p	Ravens Pregame Special	1	:30	\$2,500	\$2,500
				:30	\$0	\$0
					\$0	\$0
						\$0
						\$0
<b>TOTAL</b>			<b>3</b>			<b>\$14,500</b>

**PLEASE EITHER EMAIL ME "APPROVAL" OR  
PRINT OUT, SIGN & FAX BACK TO ME AT 703-236-2341.**